VoIP Phones

iPhone

Hospitality VoIP Phone with Interactive Color TouchScreen

iPhone Key Features

VoIP or Hybrid

Deploy iPhone as either a pure VoIP phone, or as an Analog/IP Hybrid phone that leverages your existing analog voice infrastructure, while delivering the value and guest enjoyment of a VoIP solution.

The iPhone IP model integrates right into your SIP environment, and delivers on the promise of VoIP, with all its cost savings and enhanced functionalities.

The iPhone Hybrid combines an analog telephone with a data-driven IP display device that enables your guests to enjoy VoIP functionality over your existing phone wiring.

Easily Upgradable

Select iPhone Hybrid to use with your present analog voice infrastructure. If you decide to convert to VoIP in the future, your iPhone Hybrids can be converted to iPhone IP models with a simple software upgrade. So, whatever your needs, your iPhone is ready.

5.6" Color TouchScreen

Usually reserved for phones that cost hundreds more, the iPhone features a 5.6 inch (diagonal) color touchscreen LCD that invites your guests to interact with the phone. Because the iPhone is fun and easy to use, your guests use the phone more. That results in higher revenues for your hotel.

iPhone IP

Pure VoIP Solution

iPhone Hybrid

Analog Voice + IP Data

iPhone Benefits

- Enables new revenue streams through sales of advertising, premium services, increased phone usage and more.
- Helps reduce operating costs through the elimination of printed guest room materials, reduced front desk calls, automated ordering processes and more.
- Familiar interface is easy to use, so guests can start using iPhone right away to learn about your property, the surrounding area, and get news, sports, weather and more info.
- iPhone IP integrates seamlessly into your SIP environment, leveraging your existing VoIP infrastructure.
- iPhone Hybrid utilizes your existing analog voice infrastructure in combination with integrated data services delivered via cutting edge VDSL technology.

Content Delivery and Management

The iPhone solution includes content management software and servers that enable you to manage the delivery of content to your iPhone touchscreen display. Whether you're providing up-to-the-minute news feeds, sports scores and stories, weather, travel information, local & hotel information or advertising loops, the iPhone Content Manager gives you the power to customize the guest experience.

Through an intuitive, easy-to-use administrative interface, you choose which information to display and how the guest interacts with it. With iPhone, you can provide quick access to all this and more:

- News
- Sports
- Weather
- Travel Info
- Local Info
- Hotel Info
- Local Shopping
- Dining
- Housekeeping
- Room Service
- Convention Services
- Business Center
- Local Transportation
- Loyalty Programs
- Local Restaurants
- Corporate Info

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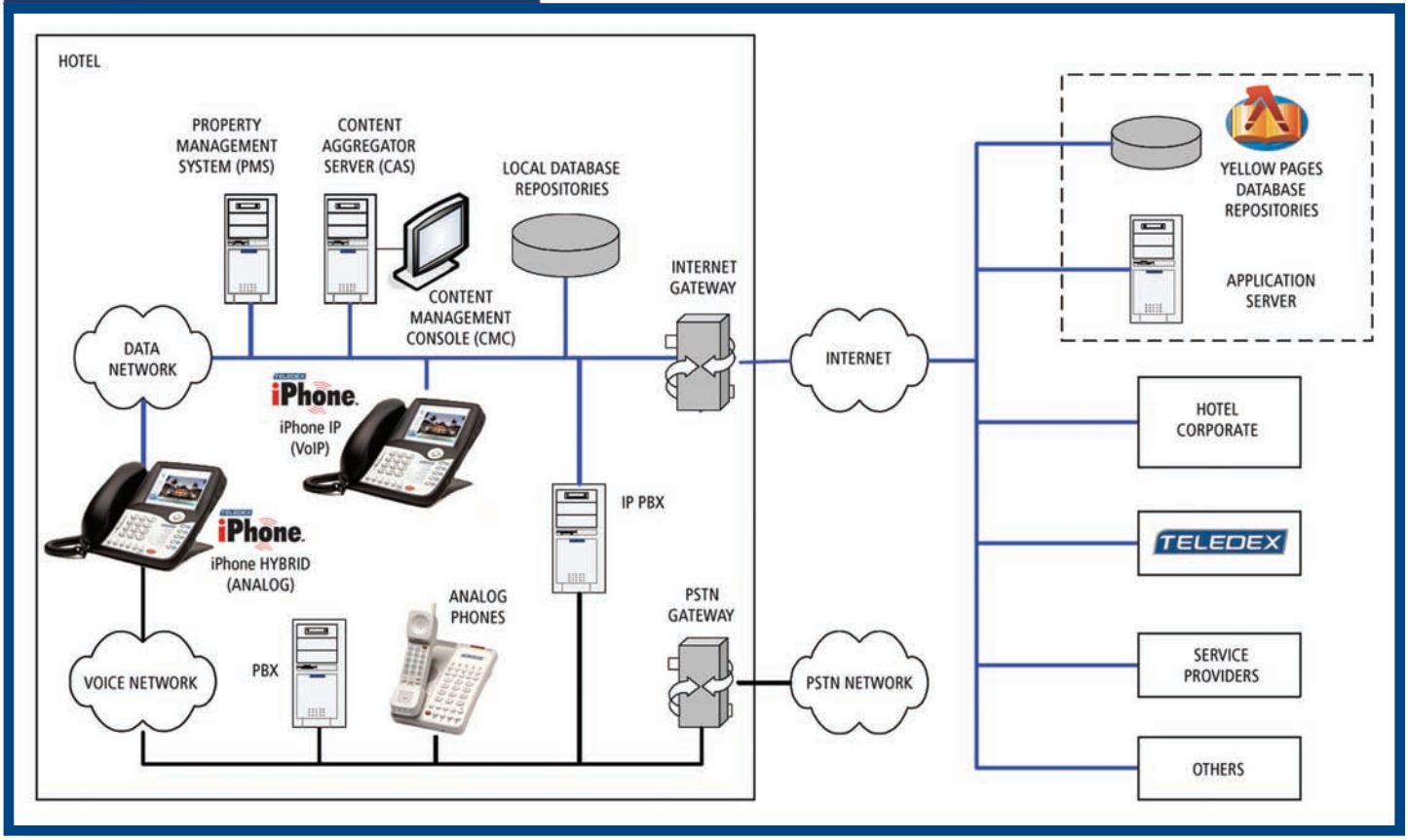
System Architecture

iPhone is part of a complete solution that manages the delivery of content to iPhone's touchscreen LCD. iPhone is configured as either a pure VoIP phone **(iPhone IP)** or as an analog/IP hybrid phone **(iPhone Hybrid).**



Network Integration

iPhone IP is integrated into a hotel's data network for both voice (VoIP) and data (display) functions. **iPhone Hybrid** is integrated into the data network for data functions, and to the voice network for voice functions (conventional analog voice).

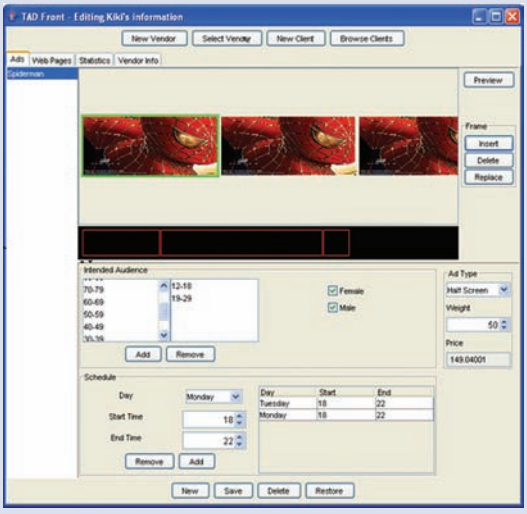
The data network connects to the Internet via an Internet Gateway, while the voice network connects to the PSTN (Public Switched Telephone Network) via a PSTN gateway. In addition to the iPhones, the data network connects a hotel's Property Management System (PMS), local content databases, and a Content Aggregator Server ("CAS") with the iPhone Content Management Console (CMC) front end. The voice network also supports analog phones and PBXs. Other resources, such as iPhone YellowPages services and related applications, your hotel's corporate servers, Teledex servers, third-party service providers, and other licensed entities, may also be accessed by the CAS.

Convertible Hybrid

iPhone Hybrid can be converted via a simple firmware upgrade to pure VoIP (**iPhone IP**). So, if you currently have an analog voice infrastructure, you can deploy the iPhone Hybrid now, and when you're ready for VoIP, so are your iPhones!

Yellow Page Search

iPhone features Open Touch™ YellowPage search services by Commoca. Guests press the familiar walking fingers icon to access local restaurants, services, shopping & more!



Content Management Console

The iPhone CMC (Content Management Console) is your control panel for managing iPhone content and services. Shown above is the interface for controlling parameters of advertising loops that appear on the iPhone. Other control panels allow for control over content such as news, sports and weather, local info, hotel info, and more. With iPhone, managing content is easy.

(Server requirements vary according to property size.)